DOCUMENT RESUME

ED 291 966 CE 049 857

TITLE	Entrepreneurship and Small Business Course Outline.
INSTITUTION	American Inst. of Small Business, Minneapolis, MN.
PUB DATE	87
NOTE	6p.; For related documents, see CE 049 853-856.
AVAILABLE FROM	American Institute of Small Business, 7515 Wayzata Blvd., Suite 201, Minneapolis, MN 55426 (free).
PUB TYPE	Guides - Classroom Use - Guides (For Teachers) (052)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Adult Education; *Business Education; *Course Content; Course Descriptions; *Entrepreneurship; Postsecondary Education; *Small Businesses

ABSTRACT

This course outline is intended as a guide to using the American Institute of Small Business' text entitled "How To Set Up Your Own Small Business." The outline, which is based on a 20- or 21-week course cycle, is organized around the following topics: the nature of small business and entrepreneurship; sources of information about entrepreneurship and small business; site selection; methods of predicting the success of a small business; ways of financing a business; legal needs of different types of business organizations; business plans; procedures entailed in purchasing supplies, inventory items, raw materials, and services; advertisement; public relations and salesmanship; bookkeeping; accounting; personnel management and self-improvement; policy and problem-solving needs of small businesses; procedures in conducting a business plan review; and pitfalls and helpful hints. (MN)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☐ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

M Fallek

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

ED291966

ENTREPRENEURSHIP AND SMALL BUSINESS

COURSE OUTLINE

This course outline is a suggested syllabus using the American Institute of Small Business text-HOW TO SET UP YOUR OWN SMALL BUSINESS. In addition to the text, it is recommended that instructors and teachers use the following AISB materials:

Study Guide
Three Case Studies
Transparencies for use with overhead projector

Section I. Introduction (Weeks 1-2)

1. Overview of Small Business and/or Entrepreneurship
2. Nature of Small Business
3. "My Own Small Business" Getting off to a good start
   AISB Chapter 1.
4. AISB Transparencies

   Setting Up Your Own Business Successfully
   Profile of a Successful Entrepreneur
   Why People Go Into Business
   Why Businesses Fail
   What Makes a Successful Entrepreneur

5. Business Plan Overview

   "Business Plan" Developing your plan. AISB Chapter 18

Section II. Sources of Information (Weeks 3-4)

1. Libraries

   School
   Public
   Colleges and Universities

2. Chamber of Commerce, City offices, Local Business groups
3. SBDC and SBA offices if available
4. State services
5. Census and other sources of economic and demographic data
6. "Market Research" Ask the right questions AISB Chapter 2

   Individual students or groups prepare a personal interview questionnaire

7. Class visits to libraries, SBDC offices, etc..

CE049857

Section III. Site Selection (Week 5-6)

1. "Site Selection" -Where to locate your business AISB Chapter 4
2. AISB Transparencies

   Making Your Business a Success
   Knowing Your Product or Services
   Knowing Your Market
   Knowing Your Competition

3. Individual Student Project

   Obtain Map of your locality. If not available make up map. Mark on the map location of each competitor and site selected by student for his or her own business or fantasy business. Come into class and discuss with other students why this location was chosen and where competition is located.

Section IV. Predicting Your Business Success (Week 7)

1. "Sales Forecasting" A look into the future AISB Chapter 3
2. Forecasting Methods-Different types
3. Projecting and predicting sales

Section V. Financing Your Business (Weeks 8-9)

1. "Financing Your Small Business"-How to propose to your banker AISB Chapter 5
2. AISB Transparencies

   Cash Flow Statement (Frank's Snow Plowing etc.)
   Service Equipment Needs (Frank's Snow Plowing)
   Loan Proposal Table of Contents
   Financing a Business-different ways (2 overlays)

3. Visit to local bank or classroom meeting with banker
4. Visits with other types of lending institutions
5. Preparation of Individual Bank Loan Proposal for Student businesses

Section VI. Legal Needs-Types of Business Organization (Week 10)

1. "The Law and You" Keep it legal from the ground up. AISB Chapter 6
2. Types of Business Organization-Advantages and disadvantages of each

   Sole Proprietorship
   Partnership
   Corporation

3. Visit of local attorney to the class for discussion

Section VII. The Business Plan (Week 11)

1. "Your Business Plan"-Perhaps the most important document of your business career. AISB Chapter 18
2. AISB Transparencies

   The Business Plan
   Planning Worksheet
   Planning Worksheet with answers
   Guidelines for Successful Planning

3. The drafting of the Business Plan may begin with the introduction of the Business Plan during weeks 1 and 2.

Section VIII. Purchasing Supplies, Inventory, Raw Material and Services (Week 12)

1. "Purchasing"-The right supplies from the right suppliers AISB Chapter 10 and "Insurance"-Insuring the future AISB Chapter 15
2. Sources of supply-how to locate and find
3. Treating the buying of inventory items and raw materials as a profit center.
4. Insurance-Different kinds and requirements
5. Visit to the class by a local General Agent

Section IX. Advertising (Week 13)

1. "Advertising" Spreading the word AISB Chapter 8
2. AISB Transparencies

   Advertising: Spreading the Word
   Annual Advertising and Sales Promotion Plan (2 transparencies)
   Preparing Advertisements

3. Students prepare a Grand Opening Advertisement
4. Visit to the class by a Local Advertising Manager, Newspaper Advertising Manager, Art Director for example.

Section X. Public Relations and Salesmanship (Week 14)

1. "Publicity" Chapter 9 and "Salesmanship" Chapter 14
2. AISB Transparencies
3. Prepare Publicity Release on Grand Opening

   Public Relations and Publicity
   PR Activity Schedule

Section XI. Bookkeeping (Week 15)

1. Purpose and Function
2. Fundamentals
3. "Bookkeeping" The fundamentals of bookkeeping AISB Chapter 11.
4. AISB Transparencies

   Accounting and Bookkeeping Functions
   Accounting Statements
   Purchases Journal
   Cash Journal
   Accounts Receivable Journal
   Trial Balance Worksheet
   Operating Statement for June

5. Visit from local CPA, accountant or bookkeeper
6. Visit from School Bookkeeping Instructor

Section XII. Accounting (Week 17)

1. The role of the accountant
2. Necessary reports and forms
3. Report uses
4. "Accounting" Accounting for success AISB Chapter 12
5. AISB Transparencies

   Operating statement
   Balance Sheet
   Adjusted Operating Statement
   Adjusted Balance Sheet

Section XIII. Personnel Management and Self Improvement (Week 18)

1. Recruiting, Interviewing, and Hiring
2. Training of employees
3. Motivating yourself and your employees
4. "Self Improvement" AISB Chapter 16 and "Personnel Management" Managing people AISB Chapter 17

Section XIV. Needs for Small Business (Week 19)

1. Business policies
2. Problem solving
3. Necessary supplies, equipment and needs for your business
4. "Business Policies" Minding the store. AISB Chapter 13 "Needs for a Small Business" Getting organized AISB Chapter 7

Section XV. Business Plan Review (Week 20)

1. Reviewing Your Plan
2. Putting on the Finishing Touches

3. AISB Transparencies

   The Business Plan
   Planning Worksheet
   Planning Worksheet (with answers)
   Guidelines for Successful Planning

Section XVI. Pitfalls and Helpful Hints (Week 21)

1. Reasons for Small Business Failure
2. Important signals for success
3. "Pitfalls and Helpful Hints" AISB Chapter 19

Section XVII. Course Summary (Week 21)

1. Course review
2. "Wrap-Up" On the road to success AISB Chapter 20

COURSE OUTLINE NOTES

A. This outline is for a suggested syllabus based on 20 or 21 weeks. Certain subjects may take longer such as bookkeeping and accounting for example. The outline can be extended for a full year course.

B. It is encouraged that Instructors make use of the Case Studies for individual or group student participation. These Case Studies are based on actual or real cases and generate considerable student interest.

C. Study guides both keyed and unkeyed are available for student homework assignments, classroom use and examinations.

AMERICAN INSTITUTE OF SMALL BUSINESS
7515 Wayzata Blvd.
Minneapolis, Minnesota 55426

(612) 545-7001

Copyright 1987